

Analysis of Customer Service Quality of Commercial Circles of Price-based Electronics Street

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ABSTRACT

With the improvement of the national living standard, the environment and consumption quality that people require has increased. The commercial department has the idea of "manager together" in the commercial circles in these years. The idea is to find out the solution by the way of organizing autonomy, and to combine the strength of each side so that the competitions of the software and hardware facilities can be elevated. The furnishings of space, light equipment and inner decoration also can be improved gradually, and the customers can enjoy a comfortable, happy and convenient shopping space. With the progress of science and technology, the competition in the electronic industry is fiercer and fiercer; the way one can survive in the electronic street in the commercial circles is to create its own advantage to be equal to the rival. The article probes into the quality of the post-purchase service of the digital camera in three pieces of the commercial circles, such as Brilliance Market of Taipei, the Electronic Street of Taichung, Foundation Market of Kaohsiung, etc. It is analyzed by the methods of "Revised SERVQUAL Test" (Parasuraman, Zeithaml & Berry, 1991) and it probes into that if there is an apparent difference of flexible price for the customers from north, middle, and south, and it is separated by the flexible prices for the customers. Then, according to the customers with the different flexible price, one can improve its different respect of service. Moreover, it probes into the influence of the five respects for the flexible price by the corkscrew analysis so that one can set up a strategy of effective price. According to the separation of the flexible price for the customers, one can do the best to reach the customers' satisfaction.

Keywords : Price Elasticity, Electronics Street, Pedestrian, Customer, Service Quality

Table of Contents

封面內頁 簽名頁 授權書	iii	中文摘要	v	英文摘要	v	
要	vi	誌謝	viii	目錄	viii	
錄	ix	圖目錄	xi	表目錄	xi	
錄	xii	第一章 緒論	1.1 研究背景與動機	1.2 研究問題	1	
題	2	1.3 研究目的	3	1.4 研究範圍與流程	3	
程	4	1.5 研究流程	4	第二章 文獻探討	2.1 彈性	5
性	5	2.2 需求價格彈性的意義與測度方式	6	2.3 商圈之定義	6	
義	11	2.4 服務定義與特性	12	2.5 服務品質之定義與服務品質模式	12	
式	16	2.6 服務品質與顧客滿意度之衡量	20	第三章 研究方法	3.1 研究設計	23
計	23	3.2 研究架構	26	3.3 研究假設	27	
設	27	3.4 研究限制	28	第四章 資料分析和討論	4.1 前測分析	29
析	29	4.2 信度分析	29	4.3 效度分析	32	
析	32	4.4 樣本結構分析	34	4.5 多元迴歸分析	44	
析	44	4.6 ANOVA分析	48	4.7 T檢定	59	
定	59	4.8 小結	73	第五章 結論與建議	5.1 結論	77
論	77	5.2 建議	82	5.3 後續研究	82	
究	82	參考文獻	84	附錄	91	
錄	91					

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